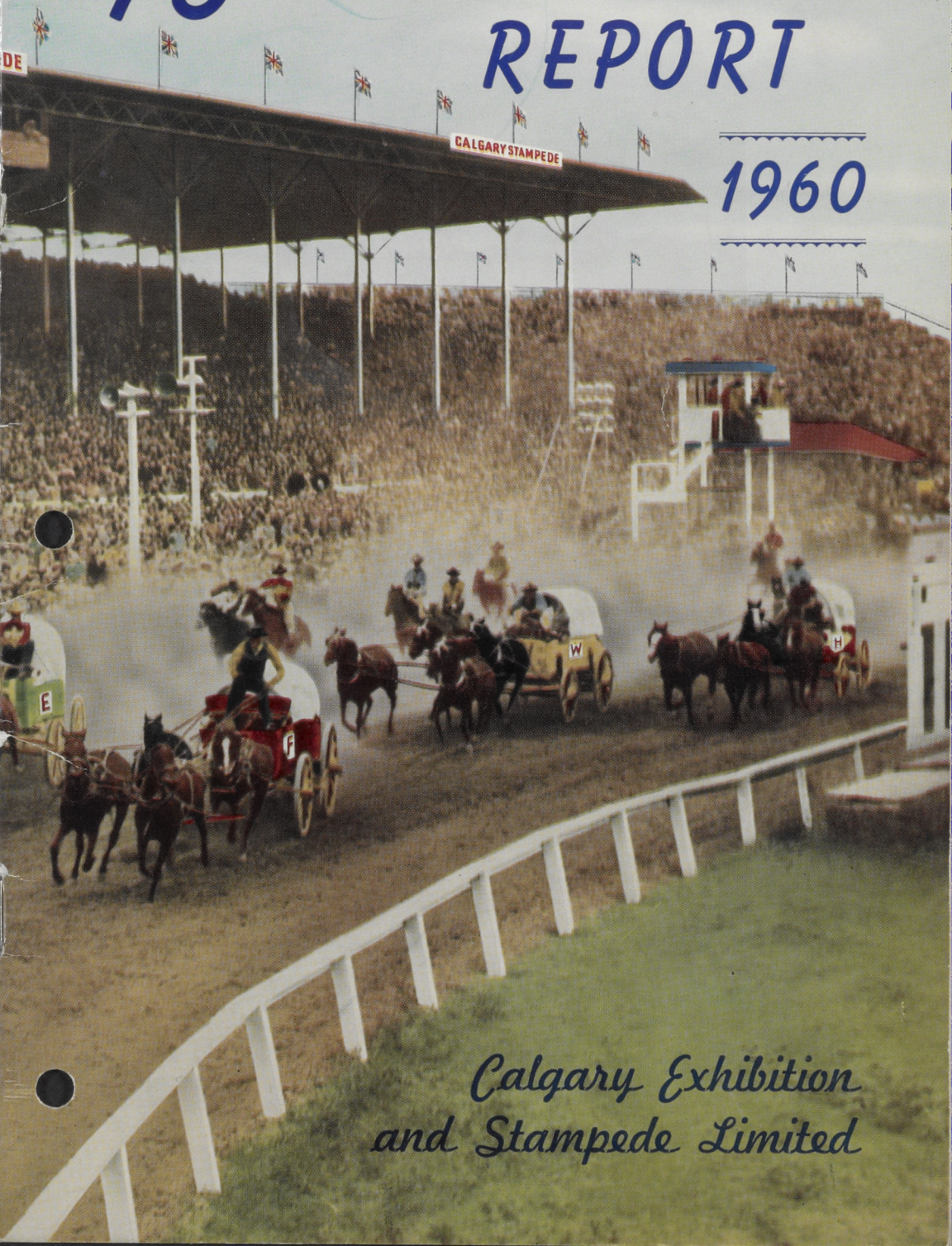


75th ANNUAL REPORT

1960



*Calgary Exhibition
and Stampede Limited*

Calgary Exhibition and Stampede Limited

75th Annual Report

1960

Patrons :

Under the distinguished patronage of
His Excellency, Major-General Georges P Vanier, D.S.O., M.C., C.D.,
Governor-General of Canada.

The Hon. J. Percy Page, Lieut.-Gov. of Alberta

Hon. E. C. Manning, Premier of Alberta

Senator Donald Cameron

Senator James Gladstone

A. R. Smith, M.P.

Mrs. R. E. Wilkinson, M.L.A.

Donald Fleming, M.L.A.

Charles E Johnston, M.L.A.

Albert Ludwig, M.L.A.

A. J. Dixon, M.L.A.

Ernest S. Watkins, M.L.A.

Hon. Fred C. Colborne, M.L.A.

Honorary Presidents :

Hon. D. S. Harkness, G.M., Minister of Agriculture, Ottawa

Hon. L. C. Halmrast, Minister of Agriculture, Edmonton

Mayor Harry Hays, Calgary

Life Directors :

C. M. Baker

George Edworthy

J. B. Cross

F. C. Manning

Honorary Life Directors :

E. D. Adams

Dr. Frank Collicutt

D. E. Black

R. J. Dinning

P. J. Rock

Maurice L. Brown

I. V. Parslow

Officers :

President Mervyn A. Dutton

1st Vice-President H. Gordon Love

2nd Vice-President Donald C. Matthews

General Manager Maurice E. Hartnett

Ass't General Manager Walter L. Ross

Secretary Irven W. Parsons

Directors :

C. W. Adams

A. T. Baker

Ian S. Brown

M. A. Dutton

J. A. Grogan

R. H. Jenkins

Charles Kennedy

H. G. Love

D. C. Matthews

J. W. Moyer

J. Angus McKinnon

Ed. O'Connor

Mr. Justice M. M. Porter

John Wilson, Jr.

Dr. Howard P. Wright

Directors Representing the City of Calgary

Ald. P. N. R. Morrison

Ald. D. F. McIntosh

Ald. E. H. Starr

Ald. Mark Tennant

Associate Directors Representing the City of Calgary

Chief Commissioner D. E. Batchelor		
Commissioner Ian Forbes		Commissioner J. Steel
Ald. P. R. Brecken		Ald. Clarence Mack
Ald. Mrs. Mary J. Dover		Ald. J. W. G. MacEwan
Ald. James L. Hannah		Ald. George Ho Lem
Ald. J. J. Hanna		Ald. E. Bruce Watson
Dr. W. H. Hill	Pete Cormack	A. A. Bishop
Carl B. Cummer	R. V. Read	Robert Wray
H. Boothman	Russell Riley	A. G. Martin
L. S. Partridge	B. P. Lemieux	Ken Ford
F. A. Thurgood	Dave Sargeant	R. Bailey
		A. H. Nicolson

ASSOCIATE DIRECTORS :

V. W. Abercrombie	A. D. Davis	J. Howard Kelly
Stewart Adams	Basil Dean	James Kerr
R. T. Alderman	A. O. Detmar	J. D. Kester
A. W. Anderson	J. M. Dillon	James Kinniburgh
Dr. J. G. Anderson	J. B. Dinning	W. F. Knode
Dr. B. W. Banks	Norman W. Douglas	George Lancaster
E. S. Barker	W. B. Drever	Ken Leach
A. H. Barton	D. M. Dunlop	Chas. H. Leach
John Bartsch	W. H. Elliott	Dr. A. E. Lewis
I. Beames	Dwight Ellis	Dave Lewis
A. W. Beattie	T. A. Ellis	Herman Linder
R. H. Beavers	E. K. Elton	E. A. Locke
Charles Beil	E. C. Fitt	Harold Long
G. Max Bell	Gordon Fox	Ken Long
N. F. Bell	F. S. Fry	Eric Longeway
W. S. Benson	Owen Funnell	Peter Loughheed
Wm. Betts	Clem Gardner	Wm. N. Love
M. R. Boake	Roland Gissing	N. K. Luxton
Frank Bodie	Mrs. Ralph Graham	Benton Mackid
L. W. Bond	Roy Graves	Edwin J. Madill
R. L. Borden	Philip H. Godsell	James Mahaffy
Archie Boyce	George H. Gooderham	A. H. Manning
John D. Boyd	Supt. L. S. Grayson	G. B. Mannix
A. Boyse	W. A. Greenway	Fred Maxie
Roland Bradley	H. R. Hammond	J. F. Maxwell
Colin Bray	M. L. Hanson	J. C. Mayne
Thos. L. Brook	R. P. Hare	Frank Mirtle
T. P. Brown	R. H. C. Harrison, Q.C.	Tom Moore
J. E. Brownlee	Orrin Hart	W. C. Morley
Geo. W. Bull	Donald H. Hartford	K. J. Morrison
Jack Byers	Brig. F. M. W.	Alex Munro
R. A. Canniff	Harvey, V.C.	Col. E. T. Munro
R. A. Cannon	Neil S. Harvie	Lee Munroe
S. B. Card, Jr.	Dick Havens	Frank McCool
Gordon Carter	Phil Heather	H. B. Macdonald
Dan Casey	E. R. Henderson	W. D. Macdonald
E. J. Chambers, Q.C.	Harold Henker	Gordon McGachie
Geo. M. Cheatham	W. S. Herron	E. D. McGreer
Eion Chisholm	George Hill	A. R. MacKenzie
E. A. Chiswell	F. M. Holden	Commander J. F.
R. G. Christie	E. A. Hookway	McKenzie, R.C.N.(R)
Geo. Church	A. W. Howard	Donald McKinnon
Curtis Clarke	Wm. Hudson	Donald C. MacLean
J. Comessotti	H. M. Hunter	T. Macmillan
Donald B. Coombs	Frank Johns	Frank M. McMahon
Kenneth R. Coppock	Reg. F. Jennings	George L. McMahon
Merv. Cozart	Doug. Johnson	Hugh McNeill
Geo. L. Crawford, Q.C.	James Johnson	Leishman McNeill
George Cristall	R. M. Johnston	N. A. MacPhee
John Cross	M. E. Jones, Q.C.	R. C. McPherson
Archie Currie	Wilson Keith	Stuart McRae

ASSOCIATE DIRECTORS — (Continued)

Geo. McVety	J. P. Sackville	N. E. Tanner
C. O. Nickle	Hardy Salter	G. Tarabula
Ed. Noad	R. L. Sanburn	Ernie Taylor
Howard Palmer	H. J. Scholefield	Group Captain,
Bud Parslow	John Scrymgeour	C. V. Trites
Harold E. Paul	Richard Y. Secord	Robert Warren
E. E. Peterson	Walter Shadlock	Aubrey Weir
B. Powlesland	Fred Shaw	Wilfred Weir
W. P. B. Pugh	John Shipley	J. H. Wilson
R. N. Putnam	M. A. Shortt	James Wordie
W. H. Reynolds	Maxwell Smith	John Wilson, Jr.
Owen Richards	John Stevenson	John Wilson, Sr.
Stewart Riddle	Allie Streeter	Fred Yeabsley
Donald Ritz	George A. Sweany	Sherman Yelland
Paul Rowe	Jim Tamagi	Dennis K. Yorath

STAFF :

D. T. McKillop	Accountant and Cashier
Ken Foster	Live Stock Superintendent
Dick Cosgrave	Arena Director
Lloyd Turner	Manager, The Corral
T. B. Hall	Purchasing Dept.
Fred Kennedy	Publicity Executive
Ken Lucas	Grounds Supt.
Jack Arbour	Manager, Curling Section

Committees and Directors in Charge of Departments

NOTE: — The President, Mr. Mervyn A. Dutton, and the General Manager, Maurice E. Hartnett, are ex-officio members of all committees.

EXECUTIVE COMMITTEE:—Mervyn A. Dutton, Chairman; J. B. Cross, Geo. Edworthy, H. G. Love, F. C. Manning, Donald C. Matthews, Ald. D. F. McIntosh, Mr. Justice M. M. Porter, Ald. E. H. Starr.

ATTRACTIONS & GRANDSTAND COMMITTEE: — H. Gordon Love, Chairman; Maurice L. Brown, Vice-Chairman; Maurice E. Hartnett, Peter Loughheed, Fred Maxie.

DOWN TOWN ATTRACTIONS COMMITTEE: — Ed. O'Connor, Chairman; G. H. Beavers, J. D. Boyd, Orville Burke, Boothe Card, Art Davis, J. M. Dillon, E. K. Elton, Ted Halford, T. B. Hall, Fritz Hanson, Harold Henker, D. V. Hicks, George Hill, Paul Rowe, George Sweany, R. Bradley.

EXHIBITS COMMITTEE: — Watson Hook, Chairman; Ken Ford, Owen Funnell, J. A. Grogan, Ernest Lamm, Neale Roche, E. L. Taylor.

FINANCE COMMITTEE: — Mr. Justice M. M. Porter, Chairman; with the President and the two Vice-Presidents as ex-officio members.

FRIDAY MORNING COMMITTEE: — Mayor Harry Hays, Chairman; R. T. Alderman, Maurice L. Brown, Norman W. Douglas, Charles Kennedy, E. A. Locke, Donald C. Matthews, Ward Tennis, Dr. Howard P. Wright.

GROUND & DEVELOPMENT COMMITTEE: — J. B. Cross, Chairman; C. W. Adams, R. J. Dinning, M. A. Dutton, George Edworthy, Watson Hook, H. G. Love, F. C. Manning, Donald C. Matthews, J. W. Moyer, Mr. Justice M. M. Porter, Comm. J. Steel.

HOCKEY: — Chairman of the Company's hockey operations — Mr. J. W. Moyer.

HOCKEY COMMITTEE: — James Kerr, Chairman; George Church, W. F. Knode, Peter Loughheed, K. M. Manning, John Scrymgeour.

HOME AWARD COMMITTEE: — M. A. Dutton, Chairman.

HORSE SHOW & RODEO COMMITTEE: — Ian S. Brown, Chairman; Charles Kennedy and George Edworthy, Vice-Chairmen; L. O. Chambers, George Cheatham, Dick Cosgrave, Mrs. Ralph Graham, Brig. F. M. W. Harvey, V.C.; Neil S. Harvie, Mrs. H. A. Irving, Fred Kennedy, Stuart McRae, Geo. L. McVety, Wm. Pratt, J. Lloyd Turner.

Committees and Directors in Charge of Departments (CONTINUED)

- INDIAN COMMITTEE** : — Tom Hall, Chairman; R. Bradley, J. B. Cross, Benton Mackid, W. P. B. Pugh.
- JUNIOR AGRICULTURAL ACTIVITIES COMMITTEE** : — Charles Kennedy, Chairman; Gordon Fox, Vice-Chairman; T. F. Allison, A. W. Beattie, Norman Bell, K. W. Bennett, J. R. Gray, Ivan Garrison, Wm. Hart, C. Hellofs, James Johnson, Miss P. Mewha, Miss Amelia Pal, C. L. Usher, Howard P. Wright.
- LIVESTOCK COMMITTEE** : — Donald C. Matthews, Chairman; M. R. Boake, Curtis Clarke, Wm. Hudson, Charles Kennedy, J. A. McKinnon, John Wilson, Jr.
- BEEF CATTLE SECTION** : — Mr. M. R. Boake, Chairman; L. W. Bond, Ian S. Brown, G. W. Bull, John Cross, Orrin Hart, Jim Kinniburgh, W. D. MacDonald, Ed. Noad, J. P. Sackville.
- DAIRY CATTLE SECTION** : — Mr. Curtis Clarke, Chairman; Vic Abercrombie, A. W. Anderson, Stuart Colpitts, Vic Duffy, Nelson Hoy, Eric Longeway, E. E. Peterson, Owen Richards, Fred Yeabsley.
- HORSE SECTION** : — J. A. McKinnon, Chairman; Dwight Ellis, Thomas Macmillan, I. V. Parslow, Hardy Salter, Donald C. Stewart and D. Charles Stewart.
- SHEEP SECTION** : — John Wilson, Jr., Chairman; W. S. Benson, C. W. Fowler, Walter Shadlock, Harold Trentham.
- SWINE SECTION** : — Wm. Hudson, Chairman; H. J. Scholefield, Francis Wright.
- MIDWAY & CONCESSIONS COMMITTEE** : — F. W. Mirtle, Chairman; Art Davis, W. B. Drever, Tom Moore.
- PARADE COMMITTEE** : — J. A. Grogan, Chairman; S. Adams, R. Bradley, Tom Brook, Ian S. Brown, S. Boothe Card, Gordon Carter, George Cheatham, Pete Cormack, Dick Cosgrave, Carl Cummer, Jack Dillon, Bob Freeze, Roy Graves, Ted Halford, Tom Hall, Phil Heather, Harold Henker, Wm. Herron, George Hill, Watson Hook, Ernie Hookway, M. E. Jones, Q.C.; Charles Kennedy, Col. E. T. Munro, Chas. McKinnon, George McMahon, Leishman McNeill, Stuart McRae, Ed. O'Connor, E. E. Peterson, W. E. Slater, A. R. Smith, M.P.; Ald. E. H. Starr.
- RACE COMMITTEE** : — C. W. Adams, Chairman; G. Max Bell, R. G. Christie, George L. Crawford, F. M. Holden, Fred Kennedy, K. M. Leach, W. E. Osler, I. V. Parslow, Stewart Riddle, P. J. Rock, M. Smith.
- RECEPTION COMMITTEE** : — M. A. Dutton, Chairman; Basil Dean, Vice-Chairman; V. W. Abercrombie, E. D. Adams, A. T. Baker, E. S. Barker, D. E. Black, Maurice L. Brown, Gordon Carter, F. C. Colborne, M.L.A.; Frank Collicutt, J. B. Cross, R. J. Dinning, D. M. Dunlop, Norman Dutton, George Edworthy, E. C. Fitt, Gordon Fox, J. A. Grogan, R. H. Jenkins, E. A. Locke, James Love, H. B. Macdonald, F. C. Manning, Edmund S. Marshall, J. C. Mayne, W. C. Morley, Leishman McNeill, C. O. Nickle, I. V. Parslow, E. E. Peterson, Mr. Justice M. M. Porter, P. J. Rock.
- SATURDAY MORNING ROUND-UP COMMITTEE** : — J. Scrymgeour, Chairman; George M. Cheatham, Dick Cosgrave, J. B. Cross, George Edworthy, Jim Gray, Neil S. Harvie, H. G. Love.
- SEED FAIR & SHORT COURSE COMMITTEE** : — H. P. Wright, Chairman; A. T. Baker, Vice-Chairman; A. W. Beattie, N. Fred Bell, A. Boyse, George Edworthy, D. W. Elliott, Reg. Hammond, Neil S. Harvie, Wilf Hempel, A. E. Jones, Ernie Love, J. H. MacLean, Hector McDonald, Eric McGreer, J. A. McKinnon, E. J. Munson, W. M. Pringle, Miss A. Randle, Victor Watson, C. Audrey Weir, Sherman Yelland, Omar Broughton.
- STAMPEDE COMMITTEE** : — George Edworthy, Chairman; Geo. Cheatham, Dick Cosgrave, M. Cozart, J. B. Cross, John Cross, Jack Edworthy, Stuart McRae, M. A. Dutton, Maurice E. Hartnett.
- TRAFFIC COMMITTEE** : — Gordon McGachie, Chairman; J. B. Dinning, A. H. Manning, George Shields, R. Bailey.

ANNUAL REPORT

of the

Calgary Exhibition and Stampede Limited

For the Year Ended 30th September, 1960

TO THE SHAREHOLDERS:

Gentlemen :

Our Company has completed one of the most successful years in its history. Gross returns from the Exhibition and Stampede exceeded previous records and in our opinion the calibre of the presentation has never been higher. Our year round activities have continued to expand.

Stampede attendance of 527,933 was down more than 63,000 from the record established in 1959 despite excellent weather conditions, but in the opinion of your board this decline is not as serious as it might appear. The gate admission charged for adults was increased from 25c to 50c, although the 25c charge for children was not disturbed. Observation of our parking facilities and of the movement of traffic has convinced us that the grounds were almost as busy as in 1959, but that people stayed longer when they came rather than returning a second time. The volume of business at the grandstand, on the midway and in the concessions would seem to bear out this contention.

The Rt. Hon. John G. Diefenbaker, Prime Minister of Canada, graciously accepted our invitation to come to Calgary and officially open the Exhibition and Stampede on the evening of Monday, July 11. General Sir Neil Ritchie, famous British soldier and one time commander of the 8th Army in the Middle East, presented the trophies to the winning Stampede contestants on Saturday evening.

The action of your Parade committee in streamlining the Stampede Parade this year and excluding most of the non-Western sections has met with widespread approval. Grand Marshal of the Parade was Phil Harris who was accompanied by his charming wife, the former Alice Faye. The Parade was led by a group of four massed Military bands and a total of thirty bands were in attendance from throughout Western Canada and from the States of North Dakota, Utah and California.

The great gap left in the down-town attractions committee by the loss of the chairman, Clifton C. Cross, was ably filled by Ed. O'Connor, and huge crowds were again in attendance each morning Tuesday through Friday.

Prize money for the Stampede events reached another all-time high and competition was keen among more than 550 entries. We must regretfully record the first contestant fatality in the 38-year history of the Calgary Chuckwagon Races. Fatal injuries were suffered by driver Don Chapin during the running of the Friday evening races. Prompt action in setting up the Don Chapin Memorial Fund, which was augmented by a

\$5,000.00 contribution by our Company, has alleviated the financial difficulties which might have been encountered by Mr. Chapin's widow and family.

Horse racing in Calgary has enjoyed its finest year. Pari mutuel play exceeded \$6,340,000.00 during the 36-day season, and the calibre of racing has never been better. At least part of the increase in patronage must be attributed to the new pari-mutuel facilities on the mezzanine floor of the grandstand and to the comfortable surroundings in the Alberta Derby room. All of the horse races are now televised live on our own closed circuit, and shown in the upstairs and downstairs pari-mutuel plants as well as in the Alberta Derby Room.

A highlight of the racing season occurred on Wednesday of Stampede Week when Bing Crosby presented the trophy to the winner of the race bearing his name. The Alberta Derby committee, under the chairmanship of George Crawford, was formed to promote interest in the Fall Classic. The first annual Derby Breakfast, held in the mezzanine of the grandstand, was most successful and was followed by a record-breaking week-end of racing. For the third successive year pari-mutuel play at the morning racing on Labour Day established an all-time Calgary high.

The platform show, produced by General Artists Corporation, proved to be one of the most popular of recent years, although the sound in the grandstand left much to be desired. Steps will be taken to improve this situation prior to the 1961 Exhibition. The fireworks displays were again presented by Hand Fireworks Company.

The great midway of Royal American Shows had a gross almost equal to their record-breaking year of 1959. On the independent midway, Sam Shayon's "Dancing Waters" did good business and received much favorable comment. The widening of the midway from the Big Four building through back of the grandstand eliminated much of the overcrowding in that area, and the newly installed underground wiring improved the appearance and the safety factor on the independent midway.

Our plans for the 1960 Exhibition and Stampede suffered a severe setback when illness forced Roy Rogers to cancel his engagement in the Stampede Corral. In an effort to fill the gap, wrestling was booked into the building for the first two days, followed by a Western Jamboree which was to feature Johnny Cash for two days and Red Foley the last two days. However, our misfortune was compounded when Johnny Cash failed to show because of a throat ailment and, while the wrestling drew fairly well, attendance at the Jamboree was poor.

Duncan Renaldo, "The Cisco Kid," was again a featured guest of the Stampede. His warm personality and untiring devotion to the children won him even more friends than on his previous Calgary visit.

Your board authorized a substantial expenditure for additional free attractions on the grounds in view of the increased gate admission charge. The Gene Holter Wild Animal Circus and the Danny Sailor Tree Climbing Act were both presented as free shows and drew large crowds throughout the week.

The National Ayrshire Show which featured the livestock exhibition drew an excellent entry and once again our stabling facilities were taxed

to capacity. Recognition was paid to our pioneer livestock exhibitors in the presentation of Special Badges to those who have exhibited in Calgary for 25 years or more.

Non-commercial exhibits were moved from the grandstand to the Big Four building this year and your exhibits committee took steps to restrict exhibits to those which are of maximum interest to the general public. Senior competitive art and handicraft classes were eliminated as was the colored slide exhibition. An invitational art display featuring three prominent Western artists drew much favorable attention and an exceptionally fine historical exhibit was supplied by Glenbow Foundation. The general level of the commercial exhibits in the Big Four building was excellent.

Revenue from the Stampede Give-Away Home was slightly down from last year, but the decision of the Kinsmen Club to give away a car each evening resulted in a 35% increase in gross proceeds from the Kinsmen Car Award.

Attendance at the Friday Morning Children's Show, which continues to grow in popularity each year, was in excess of 33,000. Another good crowd was on hand for the excellent program presented at the Saturday Morning Round Up.

Once again the Indian parades and the colorful Indian Village were among the most interesting and attractive features of the Exhibition and Stampede. Our appreciation must be extended to the Blackfoot, Sarcee and Stony tribes for their continued co-operation.

Our activities continue to receive great publicity from the 93 outlets serviced by our publicity department. In one month alone, 1,627 clippings were received from daily newspapers throughout the country. We also benefitted this year from a promotional tie-up with General Mills Inc.

Lack of time and facilities still prevents us from combining Junior Agricultural Activities with the Exhibition and Stampede, although our Farm Youth program in late July and August has now grown into the largest of its kind in Western Canada. Almost 500 head of calves and lambs were shown and sold and 180 boys and girls registered for the Farm Youth Camp.

As a result of the extensive use of the Big Four building, attendance on the grounds during the year reached 1,681,207, an increase of 72,000 over the record established in 1958-59. Comparable figures are as follows :

	1958-59	1959-60
Stampede Corral	545,311	490,230
Arena Rink	98,828	56,466
Agricultural Building	179,011	227,830
Race Meets	119,939	136,649
Fort Calgary House	17,429	20,552
Exhibition and Stampede	591,715	527,933
Big Four	7,150	180,997
Sundry	50,000	40,550
Total	<u>1,609,383</u>	<u>1,681,207</u>

A summary of the use of the Company's public address equipment will illustrate the extent of the year-round activity on the grounds. The equipment was required for 377 events during the past year. On 135 days it was used for one event, on 83 days for two events, twenty-four days for 3 events and on one day for four events.

Livestock Shows and Sales sponsored by the Alberta Cattle, Sheep and Swine Breeders' Associations and operated by our staff included the following :—

1. Calgary Spring Bull Sale.
2. Spring Swine Sale.
3. Summer Sheep Sale.
4. Fall Show and Sale of Sheep and Swine.

All of these events showed good results, although for various reasons prices were down sharply at the Spring Bull Sale.

The Spring Horse Sale was one of the largest and most successful of its kind ever held in Western Canada. The Calgary Horse Show and Rodeo, presented as a combined event for the first time in October, 1959, was not a financial success although well received by those in attendance. Other events of an agricultural nature in which the Company participated or co-operated included the Seed Fair and Agricultural Short Course, the Poultry Show and Horticulture Show in the Stampede Corral. The Arena and stabling facilities were again made available for the shows of the Alberta Light Horse Association and the Arabian Horse Association.

The Stampede Corral enjoyed another good year, particularly in the presentation of Ice Capades, the great ice show which each year continues to grow in popularity. However, the success of the Corral's operations was partially offset by the disappointing showing of the Stampeder Hockey Club, which finished out of the playoffs for the second time since the Company assumed operation of the Club in 1945. The poor record of the team was reflected in sharply reduced gate receipts.

The twenty-four sheets of curling ice in the Big Four building and the six sheets in the Arena operated at full capacity throughout the winter and there is still a considerable backlog of demand for additional ice.

A considerable saving was effected when our own staff undertook the major portion of the work on the mezzanine floor of the grandstand. Capital expenditures, other than for the grandstand project, were held at a minimum this year in an effort to reduce the Company's indebtedness. However, a sum close to \$50,000.00 was spent to improve lighting on the grounds, provide additional pavement and underground wiring on the mid-way and various minor undertakings.

It would obviously be impossible to acknowledge individually all of those persons and groups whose efforts have been responsible for our success. However, special acknowledgment must be made of the outstanding co-operation received from the representatives of Press, Radio and Television. We must also acknowledge the support received from the Mayor, the Aldermen and City Department heads, the officials of the Canadian and Provincial Governments, from our own directors, associate directors, committee chairmen and committee members, the donors of

trophies and prizes, the members of the Southern Alberta Pioneers' and Old Timers' Association, the Red Cross and St. John Ambulance Association and our exhibitors, contestants and judges. May we also express our thanks to all of the staff who by their untiring efforts have contributed greatly to the success of our operation.

Our Company suffered a severe loss this year in the death of Watson Hook, one of our most active directors and chairman of the Exhibits' Committee. We must also regretfully record the passing of two of our shareholders, Fred Kenny and W. J. Makey. Our most sincere sympathy is extended to their families.

Respectfully submitted,

M. A. DUTTON,
President.

MAURICE E. HARTNETT,
General Manager.

FINANCE CHAIRMAN'S REPORT

TO THE SHAREHOLDERS :—

Gentlemen:—

The Auditor's Statement appearing on pages 16 and 17 of the reports in your hands shows revenues, expenditures and profits for the year ended the 30th September, 1960. Following is a comparative statement of the results of 1960 and 1959 :—

REVENUE

EXHIBITION AND STAMPEDE WEEK :—

	1960	1959
Gate and Grandstand receipts	\$ 590,313.10	\$ 548,703.16
Exhibits space, concessions and midway.....	222,660.88	215,028.93
Stampede donations and entry fees	24,345.10	22,912.00
General entry fees	2,930.96	3,420.85
Advertising	733.00	730.00
Corral attractions		8,656.29
Give-Away Home (net)	45,534.43	61,580.13
Souvenir Program	6,601.07	7,207.75
RACING — NET REVENUE	68,632.20	61,095.62

OTHER REVENUE :—

Horse Sale and Show	51,258.33	10,725.81
(Note—No Horse Show in 1959 fiscal period)		
Rents — general	25,982.74	24,134.34
General donations	112,317.00	118,631.00
Interest on investments	3,501.60	4,060.28
Net revenue on operations of the Corral, Big Four, Arena and Agriculture Building	79,731.79	101,086.75
Sundry revenue	7,193.26	11,520.12
	<u>\$1,241,735.46</u>	<u>\$1,199,493.03</u>

EXPENDITURE

EXHIBITION AND STAMPEDE WEEK :—

	1960	1959
Wages	\$ 60,419.50	\$ 51,915.96
Stampede expense	57,359.43	56,718.43
Stampede prizes	75,582.52	73,464.87
General prizes	40,724.15	47,006.11
Judges' fees and expense	2,510.00	2,234.58
Exhibits expense	57,450.82	40,376.98
Music and evening attractions	27,858.07	27,022.48
Indian expense	6,622.49	7,280.37

	1960	1959
Parade expense	9,146.80	13,949.46
Composers' and Authors' Association	548.97	585.46
Morning street entertainment	5,955.19	5,100.21
General grounds expense	61,001.81	54,985.57
Accommodation bureau	993.09	1,123.86
Saturday morning roundup	5,586.03	5,078.05
Special Stampede Week attractions	22,127.26	8,202.22
Corral shows (net)	6,923.23
HORSE SALE AND SHOW EXPENSE—		
(Note — No Horse Show in 1959 fiscal period	54,349.93	6,146.11
GENERAL EXPENDITURES — Chargeable to all sources of revenue:—		
Administration expense	91,076.42	96,725.16
Grounds maintenance	52,045.23	66,191.73
Workmen's Compensation and Unemploy- ment Insurance	3,136.12	1,145.58
Advertising and printing	54,794.50	54,638.82
Grants and memberships	9,278.10	2,715.25
Insurance	9,360.37	10,696.11
Interest and exchange	11,188.49	3,005.07
Pension plan	16,281.54	21,235.63
Group medical plan	2,167.77	2,047.19
Group life insurance	969.20	1,273.06
Stores department expense	8,277.62	6,746.20
Estimated allowance for doubtful accounts	4,000.00
Sundry expense	757.20	2,022.11
Improvements and additions to plant	126,420.49	246,590.92
	<u>\$ 880,912.34</u>	<u>\$ 920,223.55</u>
To reserve for Junior Agricultural Activities	18,905.51	14,683.28
To reserve for buildings purchased from the City of Calgary	10,000.00	10,000.00
To reserve for payment of capital loan re Big Four Building	331,917.61	254,586.20
	<u><u>\$1,241,735.46</u></u>	<u><u>\$1,199,493.03</u></u>

"Earnings, expenses and profits were up. Out of earnings this year improvements to the grounds and the facilities were made to the total of \$126,420.49, and the sum of \$63,439.23 was paid in interest on our debt. The balance of this year's earnings was applied on our debt which now stands at \$981,540.00."

Respectfully submitted,

M. M. PORTER,

Director in Charge of Finance.

AUDITOR'S REPORT

25th October, 1960.

To the Shareholders,
Calgary Exhibition and Stampede Limited,
Calgary, Alberta.

Sirs :—

We have completed our audit of the books of account of your Company for the year ended 30th September, 1960, and submit herewith the following statements, which we have verified with the books :

1. Balance sheet as at 30th September, 1960.
2. Statement of revenue and expenditure for the year ended 30th September, 1960.

The operations for the current year show an excess of revenue over expenditure of \$331,917.61, which has been credited to a reserve for Big Four Building.

Provisions have also been made for Junior Agricultural activities in the amount of \$18,905.51, and \$10,000.00 in respect of the purchase of Victoria Park buildings.

With the exception of the Big Four Building and the Victoria Park buildings, all other assets, including land, buildings, plant and the Corral are shown on the balance sheet at a nominal value of \$500.00.

Construction of, additions to, and improvements to racing facilities, paving, water and lighting systems and other improvements costing a total of \$126,420.49 have been made during the year.

CERTIFICATE

We have examined the balance sheet of the Calgary Exhibition and Stampede Limited as at 30th September, 1960, and the statement of revenue and expenditure for the year ended on that date and have obtained all the information and explanations we have required. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statement of revenue and expenditure are properly drawn up so as to exhibit a true and correct view of the state of the affairs of the Company as at 30th September, 1960, and the results of its operations for the year ended on that date, according to the best of our information and the explanations given to us and as shown by the books of the Company.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

CALGARY, ALBERTA

Balance Sheet as at 30th September, 1960

ASSETS			
Current :			
Cash on hand	\$	3,000.00	
Accrued interest		8.75	
Accounts receivable	\$	56,596.36	
Less Estimated allowance for doubtful accounts	3,469.71	53,126.65	
Inventory of materials	4,091.44	\$	60,226.84
Deposits :			
Western Canada Hockey League and T.C.A.			7,925.00
Deferred Expenses :			
Prepaid Insurance, etc.	\$	17,279.85	
Hockey expenses prepaid		3,513.63	
Horse show expenses prepaid		1,049.51	21,842.99
Reserve Fund :			
Government of Canada bonds—			
	Par Value.	Cost.	
3 % Perpetual — par value	\$ 7,000.00	6,268.50	
3¼ % due 1st October, 1979	93,000.00	93,056.25	99,324.75
	<u>\$100,000.00</u>		
Capital Assets :			
Property and equipment — nominal value — (Arena, show buildings, Corral, equipment, etc.)	\$	500.00	
Big Four Building	\$1,903,233.85		
Less Reserve	868,940.30	1,034,293.55	
Victoria Park Buildings	\$ 100,000.00		
Less Reserve	30,000.00	70,000.00	1,104,793.55
			<u>\$1,294,113.13</u>

Calgary Exhibition and Stampede Limited

CALGARY, ALBERTA

Balance Sheet as at 30th September, 1960

LIABILITIES

Current :

Bank overdraft	\$	81,540.89	
Bank loan		900,000.00	
Accounts payable		44,387.56	\$1,025,928.45

Deferred Credits :

Prepaid deposits, concessions and seats	\$	15,252.50	
Hockey revenue — 1960-61		3,788.13	
Horse show advance sale		8,763.50	27,804.13
City of Calgary re Victoria Park buildings payable in annual instalments of \$10,000.00			70,000.00
Reserve for Junior Activities			69,660.55
Reserve for operating contingencies			100,000.00

Capital :

Authorized —

5,000 shares of \$1.00 each \$5,000.00

Issued :

3,600 shares of \$1.00 each \$ 3,600.00

Less Uncalled 2,880.00 720.00\$1,294,113.13

Approved on behalf of the Board :

M. A. DUTTON, Director

M. M. PORTER, Director.

CALGARY, Alberta,

25th October, 1960.

Audited and certified in terms of our attached report of this date.

HARVEY, MORRISON & CO.,
Chartered Accountants.

Calgary Exhibition and Stampede Limited

CALGARY, ALBERTA

Statement of Revenue and Expenditure For the Year Ended 30th September, 1960

EXPENDITURES

Exhibition and Stampede Week — before apportionment of charges for general expenditure and improvements to plant and buildings :

Corral shows (net)	\$ 6,923.23	
Wages	60,419.50	
Stampede expense	56,403.33	
Stampede prizes	75,582.52	
General prizes	40,724.15	
Judges' fees and expenses	2,510.00	
Exhibits expense	57,450.82	
Music and evening attractions	27,858.07	
Indian expense	6,622.49	
Parade expense	9,146.80	
Morning street entertainment	5,955.19	
Composers', Authors' and Publishers' Association	548.97	
General grounds expense	61,001.81	
Accommodation Bureau	993.09	
Saturday Morning Round-up	5,586.03	
Stampede stock	956.10	
Special Stampede week attractions	22,127.26	\$ 440,809.36

Racing and Pari-Mutuels — before apportionment of charges for general expenditures and improvements to land and buildings :

Expenses	\$ 321,875.99	
Race purses	336,679.16	658,555.15
Horse Sale and Horse Show Expenses		54,349.93

General Expenditures :

Administration expense	\$ 91,076.42	
Grounds expense and maintenance	52,045.23	
Workmen's Compensation	1,771.19	
Advertising and printing	54,794.50	
Grants and memberships	9,278.10	
Insurance	9,360.37	
Interest and exchange	803.34	
Overdraft interest	10,385.15	
Pension plan	16,281.54	
Group medical plan	2,167.77	
Group life insurance plan	969.20	
Stores department expense	8,277.62	
Sundry expense	2,122.13	259,332.56

Expenditures on improvements to and additions to plant and buildings necessary to earn the income of the company :

Racing facilities, paving, water and lighting systems, etc.	126,420.49
--	------------

Provisions :

Junior Agricultural Activities	\$ 18,905.51	
Victoria Park buildings	10,000.00	
Big Four Building	331,917.61	360,823.12
		<u>\$1,900,290.61</u>

Calgary Exhibition and Stampede Limited

CALGARY, ALBERTA

Statement of Revenue and Expenditure For the Year Ended 30th September, 1960

REVENUE

Exhibition and Stampede Week :

Gate and Grandstand receipts	\$ 590,313.10	
Exhibition space, concessions and midway....	222,660.83	
Stampede donations and entry fees	24,345.10	
General entry fees	2,930.96	
Advertising revenue	733.00	
Stampede Give-Away Home (net)	45,534.43	
Souvenir program	6,601.07	\$ 893,118.54

Racing :

Revenue — Spring, summer and fall meets	727,187.35
---	------------

Horse Sale and Horse Show	51,258.33
---------------------------------	-----------

Other Revenue :

Rentals	\$ 25,982.74	
Grants and donations	112,317.00	
Interest on investments	3,501.60	
Arena, Stampede Corral, Big Four Building and Agriculture Building	79,731.79	
Sundry revenue	7,193.26	228,726.39

\$1,900,290.61

Shareholders of the

Calgary Exhibition and Stampede Limited

Name	No. of Shares	Name	No. of Shares	Name	No. of Shares
Abercrombie, V. W.	25	Freeze, F. R.	25	McCullough, E. A.	25
Adams, C. W.	25	French, Basil V.	25	McDougall, Alex	25
Adams, E. D.	25	Gardner, Clem	25	McGachie, Gordon	25
Alderman, R. T.	25	Gibson, Dr. J. A.	25	McIntosh, D. F.	25
Anderson, Dr. J. G.	25	Grogan, Jack	25	McKinnon, Angus	25
Atkinson, J. T.	25	Hall, T. B.	25	McLean, E.	25
Baker, A. T.	25	Harkness, Hon. the		McLennan, J. A.	25
Baker, C. M.	25	Col. D. S., M.P.	25	McMahon, Frank	25
Beavers, R. H.	25	Hart, Orrin E.	25	McMahon, Geo. L.	25
Bell, G. Max	25	Hartnett, Maurice E.	25	Might, O. H. E., Q.C.	25
Bell, N. F.	25	Harvie, E. L., Q.C.	25	Mirtle, F. W. B.	25
Black, D. E.	25	Harvie, Neil S.	25	Moore, Clarence	25
Boake, M. R.	25	Hays, Mayor Harry W.	25	Morley, W. Chas.	25
Bond, Leroy	25	Hays, Dr. T. E.	25	Moyer, J. W.	25
Boulton, L. C.	25	Herron, W. S.	25	Nowers, E. B.	25
Boyse, A.	25	Holdsworth, J. H.	25	O'Connor, Ed.	25
Brown, Ian S.	25	Howard, H. E.	25	Parkinson, S. J.	25
Brown, Maurice L.	25	Howard, H. J.	25	Parslow, I. V.	25
Brown, T. P.	25	Hudson, Thos.	25	Peterson, E. E.	25
Bull, G. W.	25	Hudson, Wm.	25	Phillips, H. L.	25
Burns, R. J.	25	Jenkins, R. H.	25	Porter, Mr. Justice M.M.	25
Burton, Pat	25	Jennings, R. F.	25	Price, R. G.	25
Byers, Jack	25	Johnston, Herb	25	Ralph, R. N.	25
Carlyle, Grant	25	Kelly, J. Howard	25	Riddle, Stewart	25
Chambers, E. J., Q.C.	25	Kennedy, Chas.	25	Robertson, A. M.	25
Christie, R. G.	25	Lancaster, Geo. C.	25	Rock, P. J.	25
Chritchley, E. T.	25	Laycock, T. D.	25	Rock, Philip	25
Church, George	25	Laycock, T. H.	25	Salter, H. E.	25
Collicutt, Frank	25	Leach, K. M.	25	Scholefield, H. J.	25
Cozart, M.	25	Lepper, F. H.	25	Scrymgeour, J. A.	25
Crawford, G. L., Q.C.	25	Linder, Herman	25	Selby, Dr. R. C.	25
Cross, Donald J. A.	25	Linton, Ivan	25	Smith, R. G.	25
Cross, J. B.	25	Lougheed, E. Peter	25	Stapells, Fred	25
Cross, John	25	Lounsbury, R. C.	25	Starr, E. H.	25
Cunnington, D. G. L.	25	Love, H. G.	25	Stollery, C. A.	25
Davis, A. D.	25	Love, James A.	25	Tanner, E. Harold	25
Dean, Basil	25	Luxton, Norman K.	25	Tanner, N. E.	25
Denoon, W. S.	25	MacDonald, W. D.	25	Weismose, N.	25
Dillon, J. M.	25	Mackid, Benton	25	Willumsen, Lars	25
Dinning, R. J.	25	Macleod, J. E. A.	25	Wilson, John, Jr.	25
Douglas, Norman W.	25	Manning, A. H.	25	Wilson, John, Sr.	25
Dutton, Mervyn	25	Manning, F. C.	25	Wright, Howard P.	25
Dutton, Norman	25	Manning, K. M.	25	Young, D. J.	25
Edgar, W. J.	25	Marshall, E. S.	25		
Edworthy, Geo.	25	Marshall, J. C.	25	<i>Estate of—</i>	
Edworthy, J. D.	25	Matthews, D. C.	25	Hook, Watson	25
Ellis, Dwight	25	Maxie, Fred	25	Mackey, W. J.	25
Eoll, J. A.	25	McAra, J. Malcolm	25	McCormick, E.	25
Farthing, Judge Hugh C.	25				
Ford, Mr. Justice C. J.	25				
Fox, Gordon	25				

Twenty-Eight Years of Progress

	1933	1934	1935	1936	1937	1938	1939
Monday	27,474	31,371	32,258	32,414	36,260	38,541	39,419
Tuesday	28,127	29,956	33,155	31,419	33,231	30,289	33,829
Wednesday	29,919	32,771	35,328	32,231	34,574	32,162	35,195
Thursday	30,637	34,675	35,017	31,017	31,407	30,587	34,587
Friday	37,551	47,165	45,096	46,513	48,483	50,768	54,069
Saturday	34,728	38,640	41,954	39,856	36,599	41,083	42,936
	188,436	214,578	222,808	213,450	220,554	223,425	240,035

	1940	1941	1942	1943	1944	1945	1946
Monday	42,755	50,574	50,962	51,233	52,040	59,481	64,692
Tuesday	30,997	35,741	34,168	30,041	35,300	38,271	47,545
Wednesday	37,092	38,259	39,757	37,550	42,245	43,189	59,389
Thursday	34,581	35,524	35,210	36,074	35,892	39,730	43,936
Friday	55,555	59,203	59,049	62,466	68,336	65,559	70,175
Saturday	43,869	48,119	15,135	48,488	51,645	47,871	54,011
	244,849	267,420	234,281	265,852	285,458	294,101	339,748

	1947	1948	1949	1950	1951	1952	1953
Monday	63,911	64,854	70,951	73,979	59,461	78,175	80,520
Tuesday	43,672	49,612	66,943	45,004	63,874	55,555	65,491
Wednesday	53,958	63,575	72,307	73,501	70,601	66,766	72,911
Thursday	42,047	51,502	48,301	45,967	53,890	55,861	57,661
Friday	71,954	78,426	78,612	72,793	79,820	89,040	94,017
Saturday	58,922	69,014	70,840	61,891	80,621	87,743	81,237
	334,464	376,983	407,954	373,135	408,267	433,140	451,837

	1954	1955	1956	1957	1958	1959	1960
Monday	76,267	87,842	97,663	98,836	104,418	110,220	97,665
Tuesday	69,481	80,864	84,458	79,050	85,492	91,026	81,431
Wednesday	75,930	82,265	87,156	88,683	94,147	99,837	85,592
Thursday	66,542	66,467	74,468	70,610	74,074	77,022	65,783
Friday	100,755	102,706	81,292	93,637	94,953	110,976	102,365
Saturday	93,306	100,874	97,234	107,559	96,252	102,634	95,097
	482,281	520,794	521,271	538,375	549,336	591,715	527,933

IN APPRECIATION

The President, Officers and Directors of the Calgary Exhibition and Stampede wish to take this opportunity to express their sincere thanks to the following firms and business men who have donated trophies, prizes or have augmented the prize money offered in the Stampede events, Stampede Parade, Children's Live Stock Review, the Live Stock and other Departments.

STAMPEDE EVENTS

Alberta Distillers Limited, Calgary; Biltmore Hats Ltd., Guelph, Ont.; Henry Birks & Sons Limited; Calgary Brewing and Malting Co. Limited; Calgary Power Limited and G. A. Gaherty; Calgary Herald, Basil Dean; Canada Safeway Limited, Calgary; Canadian Legion, B.E.S.L., Calgary Branch No. 1; Canadian Western Natural Gas Company Ltd., Calgary; T. Eaton Company (Canada) Ltd., Calgary; General Supplies Ltd., Calgary; Merv Johnston; Great West Garment Co., Edmonton; Hudson's Bay Company, Calgary; Imperial Oil Ltd., Calgary; Mr. Gordon Love, Radio Station C.F.C.N., Calgary; Mr. H. B. Macdonald, Calgary; Hotel Palliser, Calgary; Royal and Noble Hotels, Mr. A. D. Davis, Calgary; Morris Short, Calgary; Sicks' Brewery (Alberta) Ltd.; Standard Gravel & Surfacing Co. Limited, Mr. M. Dutton, and Reg. F. Jennings, Calgary; Stanwell Oil & Gas Ltd., Calgary; John B. Stetson Co., Philadelphia and Brockville; Western Canadian Greyhound Lines Limited; Union Milk Co., E. E. Peterson; United Grain Growers Ltd., Calgary; York Hotel, Geo. Cristall.

STAMPEDE PARADE

T. Eaton Company (Canada) Limited; Farm and Ranch Review, Calgary; Hook Signs Limited, Calgary; J. A. Grogan, Calgary.

FRIDAY MORNING CHILDREN'S LIVESTOCK REVIEW

Alberta Pacific Grain Company (1943) Limited; J. H. Ashdown Hardware Company, Limited; Burns & Co. Limited; North Star Oil Limited, Winnipeg; Union Milk Co., Calgary, James Wordie; Hudson's Bay Company Store, Calgary.

LIVE STOCK

Alberta Aberdeen-Angus Association, per Mrs. D. Banks, Secretary; Alberta Hereford Breeders' Association, per L. W. Bond, Secretary; Alberta Shorthorn Breeders' Association, per Howard Byers, Secretary; Canadian Shorthorn Association, per H. R. White, Secretary; Manning-Egleston Lumber Co. Ltd., Calgary; Alberta Holstein-Friesian Association, per Jack Bailey, Secretary; Canadian Ayrshire Breeders' Association of Canada, per Douglas MacKechnie, Secretary; Alberta Ayrshire Club, per R. F. Smith, Secretary; Alberta Guernsey Breeders' Association, per Ross D. Young, Secretary; Southern Alberta Jersey Cattle Club, per Mrs. E. S. Schumaker, Secretary; Henry Birks & Sons Ltd., Calgary; Alberta Clydesdale Horse Association, per J. G. Stothart, Secretary; Clydesdale Horse Association of Canada, per T. P. Devlin, Secretary; Canadian Percheron Association, per H. E. Salter, Secretary; Canadian Belgian Horse Association, per R. Trepanier, Secretary; Canadian Sheep Breeders' Association, W. H. J. Tisdale, Secretary; Canadian Swine Breeders' Association, per S. B. Stothers, Secretary; Canadian Landrace Association.

OTHER DEPARTMENTS

J. H. Ashdown Hardware Co., Calgary; Calgary Drafting & Blue Print Co., Calgary; Calgary Herald; Fyfe Smith Hardwood Ltd., Calgary; Department of Indian Affairs; Dominion Bridge Co. Ltd., Calgary; Manning-Egleston Lbr. Co., Calgary; Canadian Art Gallery, Calgary; Taylor Plastics, Calgary; Universal Hobby Supplies, Calgary; Canadian Restaurant Association.



1961
July 10th to 15th